

**BURIEN BUSINESS AND**  
**ECONOMIC DEVELOPMENT PARTNERSHIP (BEDP)**  
**MEETING MINUTES**

**Date:** August 24, 2007

**Time:** 7-8:30 a.m.

**Members Present:** Harvey Aulger, Mary Averett, Rick Cosgrave, David Elliott, Bob Ewing, Geri Fain, Kevin Fitz, Michael Goldsmith, Jim Hughes, Mark Minium, Doug Moreland, Jane Voget

**Excused Absentees:** Nancy Damon, Karen Lautermilch

**Staff:** Dick Loman, Economic Development Manager; Janet Stallman, Department Assistant, City Manager's Office

**Guests:** Patty Sader, Interim Executive Director, Discover Burien, Mayor Joan McGilton, Kathy Keene, business owner

**Call to Order:** Meeting opened at 7 a.m. by Kevin Fitz, Chair

**Minutes:** The minutes from August 10 were approved with addition.

**Chair's Report – Kevin Fitz**

Kevin handed the floor to Dick Loman to introduce our guest speaker.

**Outreach Speaker – G. Sean Cassidy, Vice President, First Light Financial**

Sean Cassidy & Bill Collelo are partners in First Light Financial Mortgage. Both men attended Mt. Rainier High School. Sean has been in the mortgage business for 8 years and his friend Bill asked him to open a mortgage company with him. They wanted to do something different, and what they came up with was to incorporate their values of being “green” into the mortgage business. First Light Financial is located on 152<sup>nd</sup> St. between the pet store and the Australian Pie Company.

The concept of their business is that many of the homes in this area were built in the 1940's, 50's or 60's, and are in need of some remodeling. They encourage people to take an existing structure and to remodel it in a “green” way, rather than build a new home. Remodeling “green” might include installing energy-efficient appliances, dual-flush toilets (that save water), installing on-demand water heaters, and ensuring that materials used in the remodel are non-toxic. Having a recycling plan in place for the materials you take out of the house that you're fixing up is also a part of this program. Design and materials are both important aspects of going green. There is actually a checklist that was developed by “Built Green,” which is part of the Master Builder's Association of Washington. This is the most progressive checklist in the country.

While social awareness is a great reason in itself to go green, First Light Financial is also trying to provide an economic incentive to do so. One incentive is that First Light Financial can fund

loans that include the purchase price of a house, plus the cost of remodeling the home. They will use the estimated appraised value of the home's worth after the green remodel has been completed to come up with a loan amount. And, one can receive that amount of money with no down payment if the borrowers have a very high credit score.

Q. With all the recent problems with financing mortgages, is it a good idea to loan money to people with no down payment? We will not be loaning in the sub-prime market. Our clientele will probably not be first time home buyers. This program is tailored a bit more for individuals who do have the resources to pay their mortgages. The way the program works, the money is not funded all at once, either. There must be a contract in place that shows the "green" remodeling work which will be done, and inspections are made along the way to make sure work is being done before payments are released.

Q. Do you have lenders that specifically lend to green projects? Bank of America is the only bank that is doing it, but its not being advertised yet for residential.

Q. Are there any special discounts or rates for going green? A. Everyone will probably have to go green in the next 10-15 years. It will eventually be mandated. By doing it now, it will add value to the homes.

Mayor McGilton said she would like some assistance in drafting legislation for our building codes that would make it easier on those wanting to build sustainable projects.

#### **City Manager's Report – Dick Loman**

We have what appears to be a very strong joint venture from the private sector that is interested in working with us on developing a hotel. Wasatch Company is headquartered in Salt Lake City, and widely known up and down the coast. They are building Washington Square in downtown Bellevue. They are partnering with Alliance Property Group out of Los Angeles. We've been checking their references, and references speak highly of these people. Senior management from these firms will be spending the day in Burien next Thursday, touring the site and downtown Burien.

Katherine Kertzman from Southside Visitors Bureau and Chris Brandmeir from the Hotel & Hospitality Management program at Highline Community College will participate in a Q&A session on Thursday, helping to provide marketing information.

Q. How does this qualify as a Public/Private Partnership if the City sells the land? A. The City would enter into a Disposition & Development Agreement which puts a lot of conditions on the sale of the property. It ensures the project goes forward in a timely way, and prohibits speculation on the land purchase.

Q. Does the fact that some work has previously been done offer any help? A. Yes, some of the work that has already been done can benefit them.

Yesterday the RFQ for the Transit Oriented Development (TOD) went out to the public.

### **Discussion of Shopping Cart Problem**

We would like help from the BEDP. Different cities are putting ordinances in place to try to deal with this issue. We don't currently have a law in Burien to combat this problem. We do have a public nuisance law, but nothing specifically on the books regarding shopping carts. There is plenty of homework to do on this.

Q. Have you got a theory on the lack of a caring attitude of the stores on losing these carts? Apparently, many stores just build the cost of replacing their carts into the price of their goods. Some stores do pick up their carts, but many do not. There is a social impact to this issue, which is not desirable.

Members will bring back ideas regarding this issue to the next meeting. Some would like to see what ordinances have been adopted by other cities.

### **Discover Burien Report – Doug Moreland/Patty Sader**

Pat Sader introduced herself. She mentioned that she has been busy organizing the office, identifying gaps in service, and preparing a survey to see what businesses want. The survey will go out in the next week to 10 days. They expect to have responses back by the end of September. She has been meeting with several people who have wanted simple marketing ideas. She gets lots of calls from people needing help.

Pat mentioned that there had been a car show in Olde Burien this weekend. She said that there will be a new event in October -- Ladies Day Out. This event will feature in-store specials, will have babysitting available, and will be tied-into a fundraiser for the Susan G. Komen Foundation.

Pat said that she would like Discover Burien to promote some kind of event or festival on First Avenue. It was mentioned that the festivals need to be spread out through the city, not just take place in one location. Pat invited everyone in to see her. She mentioned that they are in their new space in the back of the Town Square sales center.

Q. How much time do you think you'll need until Discover Burien will be running smoothly again. Pat estimated 60-90 days. She wants to go forward with programs that benefit all – not just a few.

Q. Are you linked to the Arts Commission with the Art Walk? Who is responsible for this? A. The Parks Department has taken the lead on that this year. Debra Zemke is organizing this event. Discover Burien is evaluating which events are best promoted by them, and which are best promoted elsewhere. They are trying to figure out which events give the business community the biggest boost.

### **Cluster Concept – Dick Loman**

This economic development strategy is a five-year initiative. It will help to provide positive job creation and change what people on the outside of Burien think of when they hear "Burien."

Wellness is pretty important, too. If we can get the image of Burien as a good place to live and do business, then we will have succeeded in an economic development plan that is focused.

Economic development encourages the importation of capital, and the exportation of some service or good that nobody else does. We want to build on what already exists here. We have a large number of health care providers and supporting businesses all within a 7-mile radius. Many of them have common problems. Every one of them are coming out at the seams. They can't expand horizontally. They have to go vertically. We need to look at the zoning where these guys need to expand.

We could help them raise the cash to expand. Highline Medical Center is very good at raising money. Group Health and Highline Mental Health don't have that much experience in raising money. There is grant money on the federal and state levels, and in the private sector for these types of organizations.

The educational component of this cluster is very important, too. There is a shortage of health care professionals. If we can provide opportunities here in Burien, good-paying jobs will be created.

The money that is made here is spent over and over and over right here in Burien. Another aspect is what makes sense here in Burien, what we already have. There is a very good possibility that focusing on that cluster rolls out to the rest of the businesses in Burien. It's also an image thing. Mentioning that we have this cluster in Burien sheds a very positive light on Burien.

One issue is getting our own zip code. The 98166 zip code is a Seattle zip code. Addresses do have marketing overtones.

Bob Ewing applauds Dick for the work the city's done so far on this initiative. Hearing about all the good work is nice, but we want to focus on what we can do next to help.

Kevin mentioned that Mike Martin suggested having a special meeting or retreat to focus on identifying what the BEDP can do to help.

### **Future Agenda**

- Next meeting date we will have guest speakers from Schick Shadel Hospital.
- Shopping Cart Ideas – What has Bellevue done, and what is Renton doing?
- Mary Averett suggested that James Payton, who facilitated for SCKEDI, might be willing to work with this group.
- Dave Elliott suggests that the BEDP go back and review the sign code because our city has changed so much to see if it should be revised again.
- Geri Fain agrees with Jane and Mary that a facilitated retreat would be helpful. She'd like to add a structured facilitation on some operating norms and our goal for our group as well as the strategic plan, and future agenda items.

### **Round the Table**

Harvey – Need to gather the people who are making a living in Burien, and ask them general questions about what problems they have. Let's talk to people. What do people think they need. Nationally, people have no idea where Burien is. When you're working with them, you tell them Seattle, so they have some idea where you are.

Mary Averett – I hope we do a retreat.

Jim Hughes – I benefited greatly from the Discover Burien Retreat, and I think it will be a good way for us to gain focus. I also liked having the timeframe on the agenda.

Michael Goldsmith – I like the idea of defining “cool” and how elusive that is. Being in your 20's & 30's and being able to buy a home under \$300,000 is cool. It would be great if Burien were not just a bedroom community of Seattle, and right now it is. As that younger generation moves in, and as services and goods follow them, it will happen.

**Meeting Adjourned at 8:30 a.m.**